

2153

Atty. Docket No.: A-71214

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Signature: Cheryl Arnold Ferne

Cheryl Arnold Ferne

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

E. Diane CHANG et al.

Serial No. 10/024,449

Filed: December 17, 2001

For: SYSTEM AND METHOD FOR IMPROVING  
THE PERFORMANCE OF ELECTRONIC  
MEDIA ADVERTISING CAMPAIGNS  
THROUGH MULTI-ATTRIBUTE ANALYSIS  
AND OPTIMIZATION

Examiner: Not yet assigned

Group Art Unit: 2153

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INFORMATION DISCLOSURE STATEMENT SUBMITTED  
PRIOR TO THE FIRST OFFICIAL ACTION

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Applicant submits herewith patents which may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 C.F.R. §1.56. While this Statement may be "material" pursuant to 37 C.F.R. §1.56, it is not intended to constitute an admission that any patent, publication, or other information referred to therein is "prior art" for this invention unless specifically designated as such. A listing of patents is shown on enclosed PTO Form 08A and a copy of each patent is also enclosed.

This information disclosure statement is being filed in compliance with 37 CFR 1.97(b)(3) as being filed before the mailing date of the first office action on the merits.

Respectfully submitted,

R. Michael Ananian

R. Michael Ananian

Registration No. 35,050

DORSEY & WHITNEY LLP  
Suite 3400, Four Embarcadero Center  
San Francisco, California 94111-4187  
Telephone: (650) 494-8700  
Facsimile: (650) 494-8771  
1046782

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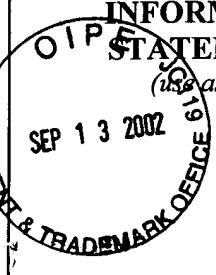
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PTO/SB/8A (08-00)

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Substitute for form 1449A/PTO <b>INFORMATION DISCLOSURE</b> <b>STATEMENT BY APPLICANT</b> <i>(as many sheets as necessary)</i>				<b>Complete if Known</b>				
				<b>Application Number</b>	10/024,449			
				<b>Filing Date</b>	December 17, 2001			
				<b>First Named Inventor</b>	E. Diane CHANG			
				<b>Group Art Unit</b>	2153			
				<b>Examiner Name</b>	to be assigned			
<b>Attorney Docket Number</b>	A-71214/RMA							
<b>Sheet</b>	1	<b>of</b>	1					
<b>U.S. PATENT DOCUMENTS</b>								
Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Kind Code <sup>2</sup> (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		
	A1	5,727,129		BARRETT et al.	03-10-1998			
	B1	5,848,397		MARSH et al.	12-08-1998			
	C1	5,884,305		KLEINBERG et al.	03-16-1999			
	D1	5,937,392		ALBERTS	08-10-1999			
	E1	5,809,481		BARON et al.	09-15-1998			
	F1	5,873,068		BEAUMONT et al.	02-16-1999			
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	J1	6,161,127		CEZAR et al.	12-12-2000			
	K1	6,182,059	B1	ANGOTTI et al.	01-30-2001			
	L1	5,617,538		HELLER	04-01-1997			
<b>FOREIGN PATENT DOCUMENTS</b>								
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>2</sup> (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>5</sup>
	M1							
	N1							
<b>OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS</b>								
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	P1							
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